

THE ATMOS PROJECT TRANSITION IN ACTION

A Masterplan for the Dairy Crest site

Version 1.0 July 2009

*Please note: this document is a living document
and will be updated as the project moves forward.*



“Choices made by individuals, businesses and governments over the next few decades will determine the degree and nature of future climatic and environmental change for millennia to come. Twenty-first century choices regarding energy technologies, economic models, intellectual property and technology transfer equity and sustainable development, and patterns of consumption will determine the exposure and vulnerability of future generations...

The future nature of our world, globalised or otherwise, will depend on how these processes are managed. Global environmental change will be a fact of life for future generations, and it will alter their exposure to environmental risk and hence partially determine their vulnerability to natural disasters. The extent of the change with which they have to cope, and the options available for minimising their vulnerability, will be decided by the politics of today.”

W. Neil Adger and Nick Brooks, from *Climate Change*

Totnes Development Trust

A company limited by guarantee with charitable status. As a not-for-profit company, its mission is to ensure that Totnes develops in a sustainable manner today, tomorrow and in the future.



To meet its mission the Trust has led a partnership of key local agencies seeking to manage the redevelopment of the former Dairy Crest site in the town.

This document sets out a new vision for the site. A vision that responds to the current economic downturn by not just regenerating lost employment, but emerging with even more jobs in sustainable employment, a great environment, and a contribution to a range of wider needs for local people.

To make this happen, The Atmos Project will be a nationally important flagship for community enterprise.

The creation of a live-work development fully fit for the low carbon, post-oil world. It is the embodiment of transition in action and is therefore, we believe, a vision for now and the future.

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Background

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“With 2008 proving to be an exceptionally difficult trading year for retailers, from small independents to large multi-nationals, we recognise at the TCC how crucial it is to attract investment to the town for continued economic renewal. With the loss of Dairy Crest Group Plc. and the imminent loss of Dartington College of Arts, we are facing a potential loss in the local economy of over £10million. However, the acquisition of the DC site for ownership by the community represents an opportunity for this district that we would be foolish not to capitalise on. This region is known as one of the most environmentally forward-thinking communities in the country, thanks to the great work by environmental pioneers that laid these foundations. The Atmos Project is an ambitious, well-conceived and inspirational, environmentally progressive scheme. It will act as a magnet, attracting new intellectual capital to the town; offer incubation space for business start-ups and our many local entrepreneurs. We at the TCC recognise the important role an exemplar development of this scale will have on the fortunes of the town and give The Atmos Project our full support.”

Paul Wesley, Chairman, Totnes Chamber of Commerce

Background

In June 2007, the Dairy Crest Group plc milk processing site in Totnes, South Devon, closed with the loss of 161 jobs.



1.1 Totnes

Totnes is a market town, dating back to 907AD. Located in South Devon, it is about 22 miles (35 km) south of the city of Exeter and is situated at the head of the estuary of the River Dart in South Devon within the South Devon Area of Outstanding Natural Beauty.

The town, with its population of some 8,000, is a thriving centre for music, art, theatre and natural health and is emerging as a leader in those seeking transition to a low carbon economy.

1.2 The Economic Context

The Totnes community consists of a mix of retirees, wealthy down-sizers and people born in the district, with a significantly higher proportion of retirees than the national or regional average. About 19% of the population are over 65 and 17% under 15. There is also a high proportion of younger working age (25-44) and a low proportion of the older working age (45-64) compared to the rest of the county.

There are approximately 3,500 households in Totnes. The level of single person households is quite high at 38%, with 20% of these occupied by lone pensioners.

There are about 900 mostly micro/small businesses. 80% of them have less than 10 employees. In the wider market town area, the business landscape is as follows; wholesale & retail trade (20%), services/real estate (16%), manufacturing (12%) and agriculture (11%).

1



Executive action to develop the project was and is being undertaken by Totnes Development Trust, which has taken the role of the 'Accountable Body' for legal purposes.



While the unemployment level in Totnes ward is about 2% (England and Wales 2.3%), we have higher levels of part-time work (23% compared to 17%) and claim rates for income support are double the Devon average, and 50% above national levels. The number of households with an annual income of less than £20,000 is high, at almost 50%.

Social issues include a serious lack of affordable housing (there are low numbers of owner occupiers and higher numbers of housing association renting and private landlord renting). There is insufficient well-paid work and provisions for young people, resulting in their migration to larger towns and cities to find work. One ward in Totnes is classified as a deprived area. Crime in the Totnes parish is higher than the county and district averages in all crime categories and drug offences are higher than the national average. Incapacity Benefit and Severe Disablement Allowance claim rates are well above average in the Totnes area as are claim rates for Disability Living Allowance.

In addition, the threats to economic prosperity across the county overall include increasing traffic congestion, environmental degradation, poor skills development and a higher than average dependence on public sector jobs.



Increasingly then, local businesses and their employees are under severe threat and this demographic information highlights the depressed nature of our local economy, its impact on our social infrastructure and ultimately, the quality of life of our community.

1.3 The Catalyst

In June 2007 Dairy Crest Group plc announced the closure of their milk processing plant and the loss of 161 Dairy Crest (local) jobs. The impact of this closure on an already fragile local economy raised concerns across the local community. With a growing understanding of the need to re-localise the economy, the Dairy Crest Group plc announcement was the catalyst for a group of community members to initiate The Atmos Project.

By July 2007 a broad-based community Steering Group comprising Totnes Town Council, Totnes and District Community Strategy Group, Totnes Development Trust, Totnes Chamber of Commerce, and Transition Town Totnes had been formed.

The Site

- 2.1 Challenging Constraints
 - Current planning designation
 - Technical Issues
- 2.2 Preliminary Financial Modelling
- 2.3 Impact of the Financial Crisis
- 2.4 Implications of the Challenges and Constraints

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“One of the great IK Brunel’s most spectacular mistakes was the use of the Atmospheric propulsion system on the South Devon Railway from Exeter to Newton Abbot in 1847, and apart from the permanent way, the Dairy Crest site is one of the few remaining vestiges of his experiment. The Atmos Project is poised to rise like a phoenix from the ashes of Brunel’s disaster, and a low-carbon mixed development would be an excellent way to bring energy and regeneration to Totnes. I give the project my full support”.

Adam Hart-Davis, Writer, Broadcaster, Photographer www.adam-hart-davis.org

The Site

The site is the former Dairy Crest Group plc milk processing plant and has now lain vacant for nearly two years.



It covers 3.5 hectares and is located immediately to the north of Totnes railway station, between the main line and the River Dart, in South Devon. The site is crossed by a leat that served the mills located within the town of Totnes.

2.1 Challenges and Constraints

Given its physical location within the town it is surprising that the site is still vacant. However this becomes understandable when the challenges and constraints associated with the site are understood.

Current Planning Designation

The existing planning requirements stipulate that the site is restricted to light industrial use and the need for employment land in Totnes has been confirmed by South Hams District Council through the emerging Local Development Framework. The South Hams District Council 2007 document, entitled ‘Totnes/Dartington Development Plan Document – Preferred Options Stage’ identifies this site as “within the Totnes development boundary and consists largely of previously developed land. Although the entrance into the site for large vehicles is poor, its

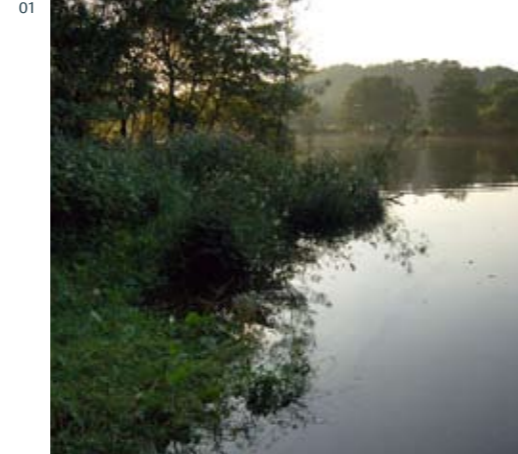


general accessibility is good - it adjoins the main road through Totnes that serves as a bus route and is adjacent to the main line rail station.

As a “brownfield” site within the town, it is in principle a prime site for regeneration. The Council considers that re-development of the site should demonstrably contribute to the regeneration of the local economy”.

2

There are three main technical issues that any development taking place on the site will need to overcome.



Technical Issues

1. Flood Risk

Approximately two thirds of the site is designated as at risk of flooding, the majority of which (to the North East of the leat) is in a functional flood plain.

This consists of the following zones:

- To the south of the leat, **Flood Zone 1**, no flood risk;
- To the north of the leat currently occupied by existing buildings, **Flood Zone 2**, extreme event risk 1 in 1000 year annual probability;
- To the north of the leat and buildings up to the River Dart, **Flood Zone 3b**, functional flood plain, less than 1 in 100 year annual probability.



The substantial area of the site north of the leat, currently classified as **3b**, has very significant implications to the approach to development proposals in this area. Policy Guidance 25 Development and Flood Risk would only recommend water compatible uses on this part of the site at this stage. Any other development proposals would therefore need to be subjected to a Sequential Test and rigorous scrutiny by the Environment Agency.

01 The River Dart next to the site
02 The Redworth Junction



The Brunel pumping house was built in 1847. The building comprises two blocks, the pumping engine house and the boiler house.

2. Traffic Access and Highways issues

This site is accessed by an awkward junction (the Redworth Junction) via one of the busiest roads in the region. Any plans for the site need to consider this and must recognise that any scheme cannot be taken out of context from the rest of the town. In addition to the traffic access issues, the proximity of the railway to the site also gives rise to a number of challenges:

- There is a potential ransom strip at the site entrance owned by Network Rail;
- Co-ordination of the development of this site needs to take place with reference to the potential future plans by Network Rail;
- Network Rail plans for future parking may impact traffic restraints and potential highways issues and consultation.

3. Atmospheric Railway pumping house (The Brunel Building)

The Atmospheric Railway pumping house (known as the Brunel Building) is listed (Grade II) and therefore needs to be incorporated into any development scheme for the site. The building comprises two blocks, the pumping engine house and the boiler house, which are set at right angles to the railway line at the east end of the Totnes station up platform.

03 The Brunel building, 1847.

It is highly likely that this site – one that is a prime site for regeneration – could remain derelict for a number of years. In so doing it is likely to contribute to further economic decline rather than being used to stimulate economic growth.



2.2 Preliminary Financial Modelling

Our initial financial appraisal undertaken in November 2007 indicated that the site had a negative value at that stage if it remained purely as an employment only site. However, our appraisal also indicated that if a commercial housing developer were allowed to develop the site, the value of the land could be in excess of £5.5 million. However, to develop the site out with housing only would require a change in the sites planning designation and would provide little or no gain to the community.

In considering the value of the land in November 2007 our appraisal showed that a mixed use development which provided employment land at ground floor level with some housing (of which 50% is affordable and possibly tied) created a break-even point. This proved to be the starting point in developing our masterplan for the site, recognising that to be commercially viable any development taking place on the site would need some element of housing.

2.3 The Impact of the Financial Crisis

Since our initial financial appraisal the financial crisis has resulted in a subsequent devaluation of the site as land values have dropped. In addition the financial crisis has also seen a reduction in all forms of speculative development.

This background, coupled with the fact that the current forecast by the South West Regional Development Agency indicating that the full extent of the economic recession in the South West will be reached until the summer of 2011, means that the recovery from then on is not predictable and that it is difficult to see the site being developed in the near future.

2.4 Implications of the Challenges and Constraints

The challenges and constraints presented by the site (the current planning designation, the difficult access issues, a listed building and the flood risk) mean that it is unlikely to attract interest from conventional developers.

Transition in Action – A Vision for Now

3.1 Responding to Change

3.2 Transition Town Totnes

3.3 The Vision

- Owned and managed as a community enterprise
- Carbon neutral development
- Complement and improve the prosperity of other organisations
- An inspiring place to work, learn, live and relax
- Establishing a meaningful connection with this historic town
- Financial viability

3.4 Why Us, Why Now

3

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“One community has come forward with what I believe to be an audacious, environmental progressive, economically viable and exciting plan to regenerate a brown-field site at the heart of Totnes, in Devon.

The Atmos Project will be a beacon development, meeting the needs of its locale, as well as generating national and international interest. I urge those in executive positions to recognise the opportunity this small development will have to create legacies that go beyond simple balance sheet arithmetic. It is time for radical, courageous, leadership. We are poised on the brink of a new era in human history, the “environmental revolution”, it will be projects such as this that, in time, will write our legacies and inform our futures.

I offer the team my complete support and wish them every success in realising this ambitious project.”

Gordon shields, chairman and founder Shields Environmental www.shields-e.ca

Transition in Action – A Vision for Now

The project has been designed as a progressive approach for those seeking to respond with solutions to combat climate change and establish a society beyond petroleum.

3.1 Responding To Change

Totnes is one of Devon’s gems. It has a strong tradition of progressive thinking and innovation and has long sought to embrace industrial change. During the Mediaeval and Elizabethan periods, it was a thriving centre of commerce, a former royal mint, with links to the local tin, copper and wool industries. Isambard Kingdom Brunel brought the railway to the town in the 1850’s, connecting Totnes to Cornwall, London and the West of England.

Well-known and recognised for its lively artistic, and cultural life, Totnes has always provided a stimulating environment for imaginative, visionary thinkers. The recent establishment of Totnes as the world’s first Transition Town, with its determination to respond to the challenges of climate change and peak oil, by developing and ensuring economic and social resilience, has again placed Totnes in the vanguard of socio-economic and cultural change.

01



02



01 View from Totnes Castle

02 Totnes town market

3.2 Transition Town Totnes

The mission of Transition Town Totnes (TTT) is two-fold:

- To explore and then follow pathways of practical actions that will reduce our community’s carbon emissions and dependence on fossil fuels;
- To build our community’s resilience, that is, its ability to withstand shocks from the outside, through being more self-reliant in areas such as food, energy, health care, jobs and economics.

Our approach is based on a simple recognition that life with lower energy consumption is inevitable, and it’s better to plan for that than be taken by surprise. We believe it is essential to engage, and grow, our local economy as the cornerstone of our community’s ‘energy descent action plan’. We must create new, local, sustainable jobs, support the growth of innovative companies, explore new ways of doing business and help existing businesses to take advantage of the many opportunities offered by a low carbon, low energy, re-localised future.

One of the strengths of Transition Town Totnes is community engagement and empowerment. In the 2½ years that Transition Town Totnes has been operating, we estimate that about 10% of our community of about 8,000 residents have so far participated in a talk, workshop, group, project or other activity. Over 70 businesses are participating in the Totnes Pound experimental scheme (which is now being replicated in Lewes, East Sussex and Brixton, London). Another 30+ businesses have been involved in other Transition Town Totnes economic projects so far.

Having achieved this high level of community engagement, we are now harnessing the genius and enthusiasm of everyone involved (including businesses) through our Energy Descent Pathways project. This will lay out a short, medium and long-term plan of project activity.



We strongly believe that a move to a more localised economy, that meets the needs for goods and services in our community and region, keeps money circulating locally and that uses sustainably sourced resources, is the key to building a resilient local economy.

3.3 The vision for The Atmos Project has six key elements:

1

Owned and managed as a community enterprise

In order for the community of Totnes to have a limited control over the Town's future economic, environmental, social and cultural needs, it is necessary to acquire and manage the site for and on behalf of residents of Totnes and District. Only by being landowners will the community of Totnes be able to exert influence over the management of the site and the types of businesses that are attracted to the town.

The aim is to select commercially viable businesses that wish to lease properties and areas at The Atmos project in order to best facilitate the smooth transition of the Town's economy to a low carbon and self reliant form that will best meet the full range of needs of the town in the age after cheap oil.

By owning the site the community will be able to re-invest trading profits in order to further its vision.

2

Carbon neutral development

The Atmos Project is aligned to the emerging response to climate change and peak oil. As a working example of transition in action The Atmos Project will put Totnes at the forefront of the low-carbon revolution.

The Atmos Project will be an architecturally significant, low-carbon, exemplar development and act as a transport 'gateway' to Totnes and the wider area. The built environment will respond, by design, to the impact of climate change and peak oil.

3

Complement and improve the prosperity of other organisations

The Atmos Project will attract new investment, new talent and new customers to Totnes, South Hams and the South West by demonstrating how a sustainable community enterprise and a low-carbon, post-oil economy can be established and managed.

4

An inspiring place to work, learn, live and relax

The Atmos Project will attract new intellectual capital creating synergies and opportunities for employers and leaders in the low-carbon industry.

It will generate a 'cradle to grave' approach to training and education and create excellent community and civic space for all those using the site.

Where housing is needed in order to establish financial viability as much as possible will be low cost (affordable) and all will be first or second floor thereby preserving the ground floor for employment use.

5

Establishing a meaningful connection with this historic town

It is critical the development taking place on the site stimulates and supports the wider economic, social and community growth across Totnes. No longer is it acceptable for developments to not be rooted within the wider needs of the whole community.

The Atmos Project will seek to establish linkage to the town centre of Totnes so as to support the economic development of the retail heart.

The development and management of The Atmos Project will therefore ensure that no existing businesses are displaced and moreover will actively encourage synergies between the towns existing business and those locating at The Atmos Project.

6

Financial viability

In developing the business case there is a need to ensure that the proposals are viable.

4



ATMOSPROJECT

low carbon business

3.4 Why us, why now

Put simply, business as usual is not working. We need a new way. The Atmos Project proposes that new way. It will establish a model of community ownership that enables trading for social and environmental purposes which will bring about long-term social, economic and environmental benefits to Totnes.

01



The Atmos Project is seen as a cornerstone to the re-localisation of the economy in a truly sustainable way.

Design Brief

4.1 The Objectives

- Community ownership
- Business development
- Housing
- Education & training
- Construction materials and methods
- Energy production
- Transportation
- Waste minimisation
- Landscaping

4.2 Responding To the Challenges

- Planning
- Flooding
- Transport and access
- Brunel building

4

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“Golder Associates are pleased to be in a position to support the innovative Atmos Project, which we believe demonstrates a way forward with regards to making the most of our available land in the UK. By seeking creative solutions to dealing with flood risks, access issues and incorporation of cultural icons, The Atmos Project can maximize the use of this land to the full by offering businesses, social organizations and the public an exciting new development.”

Rachael Jones, Golder Associates www.golder.com

Design Brief

Community owned, low-carbon and low-emission, meeting the challenges and constraints head on and developing new solutions to previously insurmountable problems.



4

4.1 The Objectives

To meet the vision a number of objectives have been established which guide the development brief.

Community ownership

To meet the vision set for the project the key requirements for the organisation that holds the freehold of The Atmos Project site are as follows:

- It should be able to allow the freehold of the site to be held by the community of Totnes;
- It should be able to raise finance from a wide variety of sources including grants, loans, shares and bonds;
- It is able to hold substantial assets (both solely and in partnership with other bodies);
- It can operate enterprises and own trading subsidiaries (both solely and in partnership with other bodies);
- It can distribute any surplus to members;
- It provides protection for directors and members.

Business development

In addition to the above requirements of community ownership and management it must be possible for the freehold company to lease land and property to commercially viable businesses.

These businesses must:

- Deliver at least 160 quality jobs and more if possible;
- Be as sustainable as possible, both in the way they function and in their products/services;
- Contribute to the development of a low-carbon, post-oil, re-localised economy and visibly demonstrate how they do so;
- Contribute to economic relocalisation - using local resources for local use and helping to cut dependency upon long-distance transportation;
- Contribute to the economic diversity and economic security of the district;
- Help to reduce dependency upon a few large external employers and vulnerability to fluctuations in global markets;
- Be selected for their potential for 'symbiosis', for their ability to add value to the overall economic activity on the site by providing services for other businesses, by sharing facilities or resources to enable their optimal use or by using byproducts or waste from other businesses.

4



Housing

Any housing, if it is included as a financial necessity, should ideally be 1st floor as part of live/work units. Any such housing should be 100% affordable, or as near as possible to 100% if this is not financially possible.

Education & Training

The Atmos Project will offer a unique range of educational and training opportunities. The project should offer cradle to cradle educational opportunities. The development of local and intermediate labour initiatives and the opportunity for a young people's enterprise centre should be explored and if appropriate and possible implemented.

Construction Materials and Methods

The site will be developed to be radically low-carbon and low-emission. Construction materials will be selected according to their environmental impact considering their production, implementation and lifecycle where practical.

Energy Production

The site and its buildings must generate all or most of its energy requirements.

Transportation

The site will support low-emission transport options for all users. The bulk of the site will be a car-free zone with space for access/deliveries only. A pool of all-electric vehicles will be available for all site users as part of a zero carbon car-share scheme. This will significantly reduce car-parking space requirements on the site.

Waste Minimisation

In developing the site materials that already exist on the site must be re-used or recycled.

Businesses and residents of The Atmos Project will recycle as much of their waste as possible.

Landscaping

The site must promote wildlife and biodiversity. The connection to the River Dart and the local environment must be enhanced.

01



4.2 Responding to the challenges

In addition to the above objectives The Atmos Project must also seek to respond to the challenges and constraints presented by the site.

Planning

The proposals must preserve and where possible enhance the employment opportunities offered by the site.

Flooding

The proposals must be in line with PPS 25 and demonstrate how flood risk from all sources of the development will be managed, as well as accounting for climate change and increased risk of flooding due to sea level rise.

Transport & Access

The access to the site poses a significant issue. Traffic management will be critical if additional volume is not to cause further problems on Devon's fourth busiest junction (the Redworth Junction).

02



Sustainable construction methods and use of local labour will be required in developing the site.

The Brunel building

The Atmospheric Railway pumping house (known locally as the Brunel Building) dates from 1848 and is a significant building on the site. The South Devon atmospheric railway was designed by Isambard Kingdom Brunel. Brunel was appointed to the South Devon Railway in 1844 after the 52 mile project for the construction of a railway between Exeter and Plymouth was given Royal Assent. The Totnes pumping house was never fitted out with a steam engine, although boilers were installed. Although never functioning as part of the atmospheric railway, its construction clearly demonstrates that Brunel intended to extend atmospheric working to Plymouth.

In addition to providing a reference point to the history of the development of the railway in the South West the building also has some features of architectural merit.

The Brunel Building must be incorporated into the development proposals to ensure its long term sustainability.



The Development Plan

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“Proactively preparing for a low carbon world makes sense from economic, social and environmental perspectives, and it is our experience that there is great support for it at the grassroots community level.

Within the challenges we will inevitably face in the next 5-10 years there is a great potential that can be seized by those thinking creatively, imaginatively and within realistic energy contexts. We hope that you will share our sense of anticipation about the possibilities this could offer the future of Totnes.”

Rob Hopkins, Founder, Transition Town Totnes www.totnes.transitionnetwork.org

The Development Plan

Turning the vision into reality through sound planning, inspiration and by daring to be different.

5

The intention is to create public spaces that enhance those that already exist with the town.

5.1 Site Context Strategy

In developing the masterplan for the site the town’s key historic buildings, civic spaces and key access routes have been drawn upon to provide context and reference.

Historic Reference

The site lies to the North of the town centre of Totnes and therefore draws upon the town key historic landmarks (the castle and Guildhall). Both can be seen from the site looking South up into the town and therefore provide points of reference to the town centre.

The Brunel Building has been incorporated into the site plan as a landmark building. Whilst its final use is yet to be determined it is proposed that it become an anchor building, possibly housing a visitor centre with exhibition and educational space.

In reviewing the historic references it became clear that the Atmospheric Railway pumping house chimney is also of significance. The chimney provides a visual reference point for the site and is for many a reference for the railway station. Although the physical state of the chimney needs to be assessed it is the intention to incorporate it in to the development if possible, or if its condition prevent, develop a reference to it within this location of the site.

Civic Spaces & Social Activity Areas

Totnes has a number of key civic and activity spaces located through the town centres and alongside the Rive Dart.

It is proposed to add to these spaces at The Atmos Project by developing new civic spaces within the heart of the site and new activity space alongside the River Dart. The intention is to create public spaces that enhance those that already exist with the town.

Key Access Routes

The site is accessibly on foot, by bicycle, by train and by car. The intention is to enhance and develop the sustainable access routes and also to create additional opportunities for visitors coming to Totnes by rail to access the town more easily.

The footpath and cycle path that exist outside of the site boundary will be enhanced. These will provide easy walking and cycling links into Totnes town and also the surrounding countryside.

It is proposed that a landing stage is developed on the River Dart to enable people to access the site via the river. In the area of the landing stage a new activity/civic space will be created. This will complement those already in existence at Steamer Quay and the Plains.



01 Totnes Guidehall

02 New access cycle routes

5



5.2 Design Principles

The Atmos Project proposes that the site is developed to support mixed use establishing over 3.5 hectares of employment land capable of supporting over 500 jobs and over 2,300 m² of live-work accommodation.

Site Layout Strategy

The Atmos Project proposes a mixed use for the site with commercial, light industrial, cultural, retail and a residential space. The intention is to mirror the way in which sustainable communities have evolved and not to focus on zoned development which tend to result in places that have limited use during specific periods of the day.

The Atmos project will create spaces where people live, work and play. Predominant users of the site will vary according to the time of day. During the day the predominant users will be those working or visiting the site where as during the evening the users will be mainly those living or visiting the site.

Proposed Site Plan

The majority of the buildings on the site will be 3 storey buildings with the total built footprint being 8,275m².

The building typology is indicative at this stage. The uses relate to how they may be mixed across the site to establish a diversity of building types and uses.

On the Southern side of the site (at the front of the site) parallel to the railway line 9,875 m² of commercial space over 2 and 3 storeys will be developed. This space will include a mix of office accommodation and business incubation space.

On the northern side of the site 1,380 m² of light industrial space over 2 storeys will be created running parallel with the railway line.

At the heart of the site 1,800 m² of cultural space will be developed. This will include the refurbished Brunel Building and a new build of 1,100 m² over 4 storeys.

At the heart of the site and at the northern extremity to the site (on the River Dart) 1,220 m² of retail space over 3 storeys will be created. This will take the form of restaurants and a small on-site shop.

At the centre of the site and towards the northern boundary 3,745 m² of live work space is provided in buildings ranging from 2 to 4 storeys.

All development taking place at The Atmos Project will need to be designed to:

- Be low-carbon and low-emission;
- Exceed the requirements of Code Level 6 of the Code for Sustainable Homes.

The five key built elements to The Atmos Project are:

- Commercial space
- Business incubation space
- Light industrial space
- Live-work space
- Cultural space



Commercial space

This is space designated for business use but not defined as business incubation, light industrial or retail. The intention is to provide a mix of office accommodation and on a range of terms to enable local businesses to develop and grow.

Within the commercial space there will be a state-of-the-art technology and shared conference and seminar facilities suite for use of business locating at the Atmos and visitors.

Business Incubation space

Business incubators provide sources of support for their tenant companies, such as shared office services, equipment, security and possibly some business support and advice as well as operating a selective entrance and exit policy. The aim will be to help small businesses to overcome the stresses of start-up and growth by offering varying levels of business development support, often involving hands-on and targeted business support and advice, particularly in the areas of finance, marketing and management skills. The ultimate aim in developing this space is to minimise the failure rate and maximise the formation and development of businesses, especially those with the potential for growth and value to the economy.

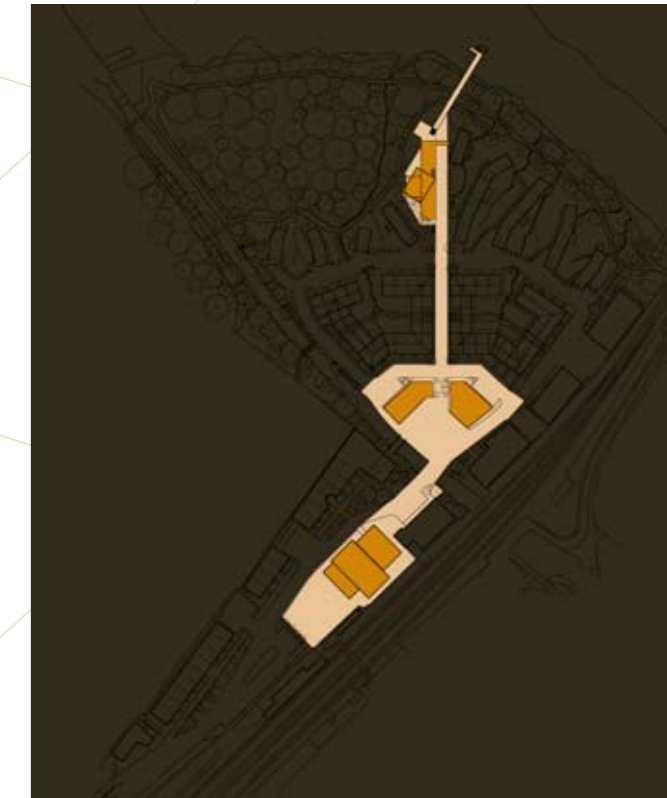
Light Industrial space

Space for manufacturing activities will be provided. Only those activities that produce items of relatively high value per unit weight will be allowed to operate from The Atmos Project.



Live-work space

The inclusion of live work space recognises the need to provide opportunities for a shift towards a more localised economy and the need for more balanced communities. People running lifestyle businesses and those seeking to establish a better work/life balance will be able to take space on the site.



Cultural space

The provision of new civic space and enhanced open space alongside space for arts and heritage are important in establishing The Atmos Project within Totnes.

The Atmos Project will improve public amenities, open-up the site to the river Dart, provide space for a riverside restaurant, support the development of boat links, family play-zones, recreational and wildlife corridors and offer improved cycle and pedestrian routes to the town and Dartington. The new space that is created will be carefully designed to complement and not compete with the existing cultural and amenity space within the town.

To support those living and working at the Atmos and to benefit commuters to the town an on-site Nursery and childcare provision will be developed.

The site will also have high-speed, fibre-optic cable for fast, effective information transfer and download speeds.



Materials Usage

Building materials will need to be selected for their low environmental impact, and the building structure and fabric designed for low energy consumption.

Where possible local materials used in the vernacular building methods of the area will be used. Use of such materials will help to establish a relationship/connection to the buildings of the locality.

Indicative materials will include:

- Elements of cob with lime render finish if/where appropriate;
- Super-insulated timber frame construction
- Hardwood timber cladding including the possible use of shingles or shakes as roof and/or external cladding;
- Recycled newspaper, hemp or sheep wool insulation;
- Flat metal flashings such as tinned steel, copper, or zinc where appropriate;
- Natural slate roofs and hanging tiles;
- Green “sedum” roofs;
- Local Stone;
- Elements of straw bale with lime render finish if/where appropriate.

Energy Efficiency

As an inherent and critical part of the design approach all the development will be of an energy efficient and ecological design, from the general planning of the site to the layout of the individual buildings, and the building fabric design at the later stages.

The following considerations are to be included in helping to achieve this:

- High performance timber frame glazing
- Passive solar design/orientation;
- Thermal mass (thermal storage in building fabric to reduce temperature fluctuations);
- High levels of natural insulation to walls, floors and roofs;
- Airtight detailing and construction;
- Strategic daylight design;
- Water efficient sanitary ware, brassware and appliances;
- Green roofs to increase biodiversity.

Energy Production

Renewable technologies will be part of a holistic design approach to offset the energy use of the development and its impact on the environment.

Movement routes

The site has one main north-south artery across the centre of the site form which there is a number of east-west routes. The aim has been to connect the town to the river by providing a central boulevard. This boulevard will be anchored at the south end by a civic space and at the north end by the amenity space by the river Dart.

Location and role of open space

Open space is a critical component of The Atmos Project. The aim is to increase and enhance the natural environment whilst at the same time providing high quality public open spaces.



Areas of trees and shrubs located on the northern extremity of the site alongside the river Dart are to be retained and positively integrated into the finished scheme as part of the natural landscaping and to establish wildlife corridors.

Other areas of introduced landscaping to the site will consist of native tree species and shrubs giving a natural and informal feel, appropriate to the locality.

Significant improvements to the access and recreational space by the river will be made. These will include improvements to the cycle path and the footpath links to Totnes and the surrounding countryside, the creation of public open spaces, including new and improved outdoor family ‘play areas’ suitable for many recreational pursuits and the development of a landing stage.

Public art and exhibition space will be integrated into the public realm and public spaces will be available for use for touring exhibitions. These will link to the visitor and exhibition space that is developed.

Car parking areas and vehicular access where they are provided are proposed as a permeable surface for sustainable urban surface water drainage (SUDS).

5.3 Development Policies

In addition to the physical plan for the site a number of policies have been developed that will be used to guide the development that takes place.

Meeting the Challenges

Significant consideration has been given to meeting the constraints and challenge set by the site.

Planning Designation

The preservation of the whole of the site at ground floor level as and the development of live work units means that the site is capable of accommodating more employment than when the site was operational as a dairy.

Outline Flood Risk Strategy

We propose a radical management approach, innovative design and engineering solutions, which will act as a blueprint for future development on other brown-field sites, protecting our green fields from over development.

The key to addressing these main points will be subject to the outcome of the FRA and full consultation with a specialist flood risk consultant subject to the agreement of the purchase of the site.

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A natural and informal feel, appropriate to the locality.

In advance of a complete design team being established prior to the site being secured, the preliminary concept proposals have adopted a strategy to take into account the following two key flood concerns:

Flood avoidance

The key principle to any possible development on zone 3 of the site is to allow the site to remain as a functional flood plain.

This will be achieved by constructing the infrastructure at a safe raised level with appropriately designed culverts.

1. Constructing all habitable elements of the buildings and its surrounds (at site level above high water level) in such a way to avoid it being flooded by raising it above flood level on stilts and/or flood resilient, lower (flood risk) level construction methods with appropriate uses.
2. This is linked to the need to establish a sustainable urban drainage design to avoid the site contributing to any further flood risk down stream.
3. The approach to landscaping and site drainage is to allow for a natural, sustainable flood meadow across the zone 3 areas.
4. 'Meadow' landscaping will allow for controlled ditches and mounds to form strategic designed floodways across the site to channel flood water into the site and then out again in a controlled manner during flood periods.

The design, sizing, location and direction of the floodways will be subject to specialist consultation with a flood risk consultant.

Extensive modelling will be required as part of the investigation into achieving a solution which could effectively deal with the flood risk to that part of the site.

It may not be appropriate to use the leat as a floodway due to potential ownership issues further downstream. In this case, the proposals will be designed to ensure the site does not contribute any additional flood risk to the leat.

5. This suggests significant impacts on the design, control and specific requirements of the landscaping below and around the buildings.
6. It is currently understood EA maintain a policy against buildings on stilts due to the risk of storage of domestic goods underneath buildings which would then be at risk of causing risk and damage further downstream during periods of extreme flood. The following considerations are being considered at this stage to effectively address this potential risk:

Flood Resilience

1. All habitable space is proposed above the highest flood level as covered above;
2. Areas below the flood risk zone will be built in "such a way that although flood water may enter the building its impact is reduced (i.e. no permanent damage is caused, structural integrity is maintained and drying and cleaning are facilitated)";
3. This will involve spaces under buildings being of limited allocated use subject to agreement with EA, and to be of robust construction methods capable of avoiding flood damage while maintaining compliance of the requirements of 'Flood Avoidance' outlined above;
4. No habitable buildings or unsuitable uses are proposed below the flood level to ensure minimum disruption when returning to buildings after a flood has occurred;

It is our view that our initial design and access statement demonstrates that the development will be safe, without increasing the flood risk elsewhere and, when possible, should reduce the overall flood risk.



Traffic & Transport Issues

The site is an ideal base for a low impact transport structure. It is positioned by the mainline station, local bus and national coach routes, taxi ranks, cycle and foot-paths. Even the river can be used with the local water taxi and nearby 'River Link' boat to and from Dartmouth.

A proactive radical transport policy will further help to cut carbon based transport to the utter minimum. We propose a range of measures to overcome the access issues. They include:

- Use of the proximity to the railway for freight traffic. This will require negotiation with rail operators and businesses taking space at The Atmos Project;
- Timed deliveries to the site: these will specify when vehicles will be allowed on site to minimise the impact of traffic congestion on roads leading to and from the site;
- Petrol and diesel vehicular access to the site will be restricted. Those wishing to use and park fossil fuel driven cars onto the site will be charged a management fee in order to discourage use. Businesses operating from the site will be required to opt into an electric car pool.

- Through a protected employment scheme job opportunities will be prioritised for those living with the Totnes area. It is therefore anticipated that those working here will travel to and from the site by sustainable means – bus, train, bicycle or on foot;
- To support sustainable transport options secure lockers for bicycles and shower facilities are part of the design.

In addition to considering the issues of traffic management to and from The Atmos Project we are also working with others to consider traffic and transport management across the whole of Totnes. We envisage provoking and supporting a range of public realm enhancements that reduce the impact of traffic on the town whilst enhancing the experience of the pedestrian.

Running concurrently with our own transport policy we will also support the development of a car club drop off and pick up point at the railway station. We are working with a local car club (Moorcar) to explore all options.

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It is proposed this project will be community owned.

The basis of this will require a strict 'Management Plan' for any type of development allowed on the site. This will be central to the development of this project.

The essential criteria for this will be as follows:

- Energy efficiency and ecology: It is essential that each 'development plot' within the masterplan will include adequate micro-generation and energy efficient building fabric and design to achieve exemplar levels of sustainable construction.
- In addition a to this A Flood Risk Management Plan will need to be developed with EA and the development consultants to ensure a suitable and workable framework can be agreed and implemented to determine the feasibility of this project relating to establishing on-going flood risk management for any type of development proposed in high risk areas.
- Ongoing Flood Risk Management: As part of the agreement of a satisfactory masterplan for the site, an essential aspect of the development and management of this project will be on-going flood risk management. Not only will developers be required to comply to the flood requirements in the construction of buildings, there will be an essential management scheme



in place to ensure risk is mitigated during the occupancy of buildings. This will form part of a unique development plan for living, working and understanding the increasingly changing nature of the balance/integration of our built and natural environments.

Preparing the site for development

The intention, in preparing the site for development, is to reuse, where possible, existing buildings. If reuse is not possible the materials generated as a result of demolition and remediation will be recycled and used on site if possible or if not possible recycled off site. For example it is anticipated that on site concrete crushing will take place with the material recycled for hardcore for construction use.

In relation to reuse of buildings already on the site two notable opportunities exists; the **Brunel Building** and the former **Dairy Crest Group plc office base** (located on the approach to the station).

The Brunel Building

Whilst the use of the Brunel building is yet to be defined it is recognised as a key part of The Atmos Project. The final use of the Brunel building will be subjected to wide consultation with partners and the community of Totnes. Whatever the final use, as a minimum, public access to the building will be preserved and enhanced and a display setting out the former use of the building will be established.

The building will be refurbished to the highest standards but will also show, and showcase to others, how historic listed buildings can be refurbished to high ecological standards.

The Dairy Crest Group plc Office Base

The existing office block will in the first instance become the site office for Totnes Development Trust and partners. In addition to providing a project office low cost office and desk accommodation will be provided to new businesses and smaller voluntary and community based organisations. The intention is to develop this building as a hub for the 'transition activity' based on the site.

Site Use

At any time at least of the site will be required to provide employment for the residents of Totnes. The intention is to provide businesses with recruitment support for the employment of people living locally.

Business users

All businesses locating at The Atmos Project will be required to contribute to the development of a low carbon economy; offering a practical demonstration of how businesses can operate sustainably, becoming part of a 'Centre for Innovation'. In addition all businesses wishing to locate to the site will be selected using a number of criteria:

1. The employment of local people, defined as those living within public transport, cycling or walking distance of the site;
2. Their contribution to the economic diversity and economic security of Totnes. They should help reduce dependency upon a few large external employers and vulnerability to fluctuations in global markets;
3. Their ability to add value to the overall economic activity on the site by providing services for other businesses, by sharing facilities or resources to enable their optimal use or by using by-products or waste from other businesses;
4. All businesses and the site should also meet the green business objectives of Devon County Council;
5. All businesses locating on the site will be required to have or be working towards an accredited Environmental Management System;
6. All businesses will be required to assess and disclose their carbon emissions and work towards reducing them;
7. All businesses will be required to send a representative to sit on the tenant's management group for their area of interest (commercial, incubation, light industrial, cultural).

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All businesses locating to The Atmos Project will be contributing to the development of a low carbon economy.

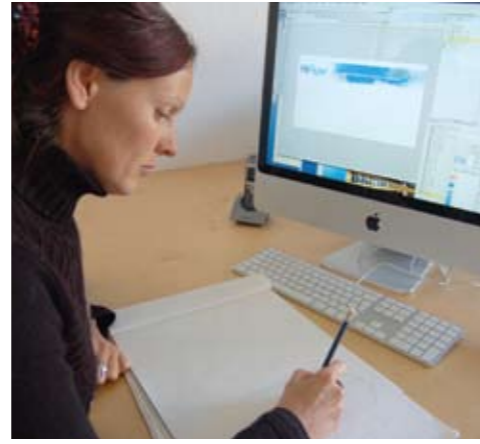
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Meeting education & training needs

The Atmos Project will exemplify how crucial futuristic “knowledge capital” can be developed, evaluated and refined through an empowered local community project. Working in partnership with local schools, FE and HE providers we will stimulate intergenerational problem solving and provide opportunities for a wide range of shared learning and new generation skills and competencies. We will stimulate the passion for making a positive difference and inspire the confidence to participate in community development through the:

- Placements for Masters degrees and Doctorates researching ‘clean technology’. We have formed links with a number of high profile academic institutions including Schumacher College and Exeter University;
- Working, through our architects, with the University of Lincoln to explore issues around development in areas at risk of flooding;
- Sharing fully through the Internet our accumulating knowledge with other community projects and learning establishments nationally and internationally;
- Provision of generic learning opportunities for all including those studying any one of the 17 new diplomas;
- Training for nationally recognised qualifications delivered through the development of The Atmos Project Local Labour Initiative.



The Atmos Project Local Labour Construction Initiative

Local labour in construction (LLiC) schemes have emerged as a way of linking urban regeneration schemes and unemployed local residents. However, it is now recognised that LLiC schemes can also play an important part in tackling skill shortages. While the construction industry remains committed to youth apprenticeships, recent data from the Construction Industry Training Board shows a heavy reliance on trainees from other sources. In many trades, these provide over 50 per cent of the new entrants. So LLiC schemes can ensure that the future labour needs of the construction industry are met by:

- Attracting more recruits;
- Organising training to industry standards;
- Arranging appropriate ‘first jobs’ to ensure that trainees become productive workers.

The Atmos Project LLiC, with its focus on construction skills, will address the need to develop skills for building low carbon buildings. We will work with the local job centres, King Edward VI Community College and South Devon College and construction companies involved in developing the site to place unemployed young people into skills and training development through real work opportunities.



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Young Enterprise Centre

Supporting young people to develop their entrepreneurial skills particularly those that enable, support and/or lead Transition is a key part of the vision developed through the transition town movement. As part of The Atmos Project a young enterprise centre is proposed.

In essence the centre will be no more than a business incubation unit set aside for young people. However, it will support young people to develop their own skills and experiences within a ‘real life’ setting. The focus of the young people working at the centre will be development of new ideas that enable Transition to become reality.

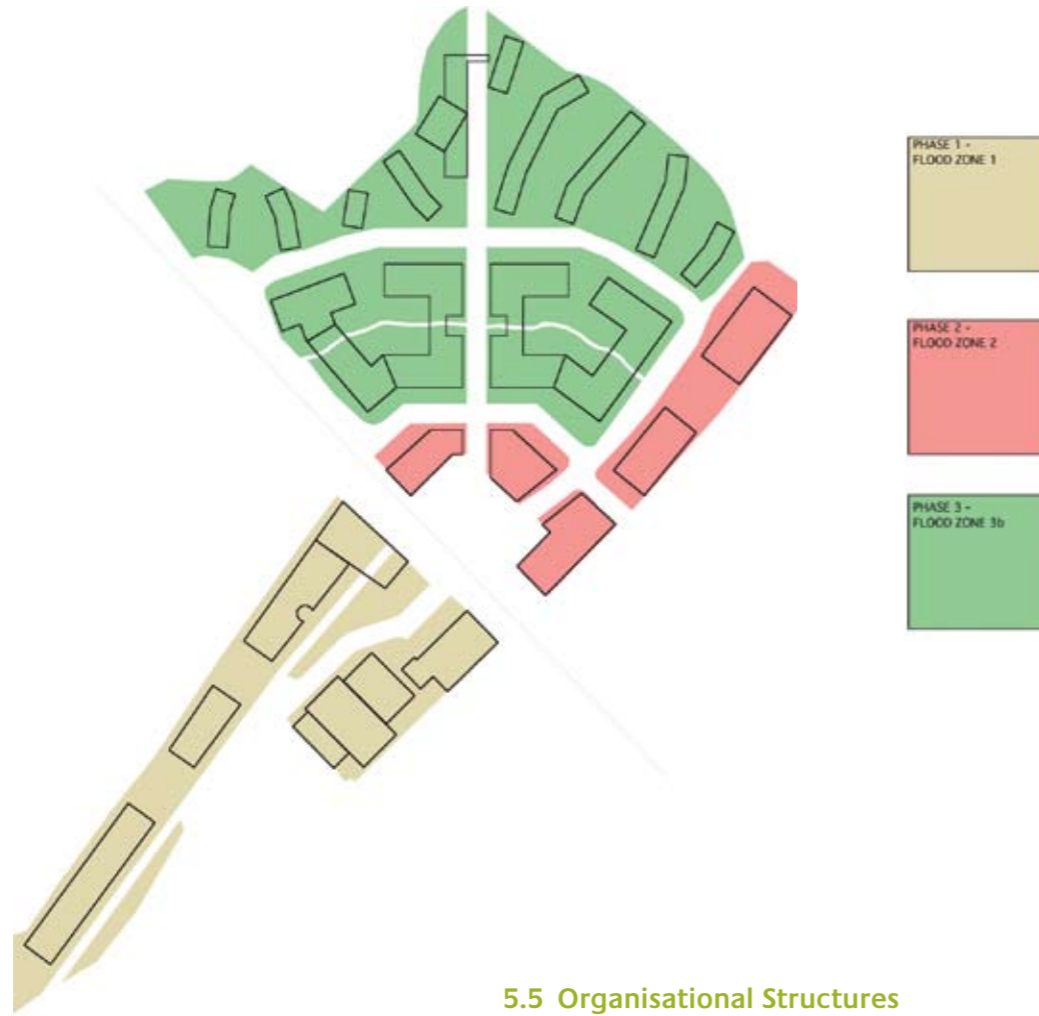
Live-workers

It is vitally important that any housing developed in Totnes addresses the needs of local people (those from the immediate area) and is made available at genuinely affordable levels. The Atmos Project will provide 50% genuinely affordable housing. The Atmos Project will allow residential accommodation to be provided above commercial space to create an integrated environment in which people can both live and work without sacrificing employment land for residential use.

This residential accommodation will provide affordable, high quality, energy-efficient homes, will be available to local people to purchase, rent, or take part in rent to buy. Tied accommodation could be available on site to help attract new economic talent to the area and is being explored in relation to key workers (teachers, nurses etc). In addition co-housing is also a housing option that is much needed in Totnes and could be included in The Atmos Project.

Those choosing to live at The Atmos Project will clearly be making lifestyle choices. However, they will also be required to adhere to a management plan. Key elements of the plan include:

- Adherence to the flood avoidance management plan;
- Buy in to the on-site electric car share scheme;
- Forming and running tenant management groups.



5.4 Development Phases

In seeking to develop the site three phases of development are proposed which broadly follow the flood risk designations on the site.

Phase 1

Phase 1 will develop 4,400 m² of commercial space, including some business incubation space, and 700 m² of cultural space (the Brunel Building). Although not without its challenges in respect to access and proximity of the railway this phase is felt to be the least challenging in respect to flood risk (the zoning on this part of the site is Zone 1 – no flood risk) and should be accepted within the current planning designation for the site.

Phase 2

Phase 2 will develop 1,730 m² of commercial space, 240 m² of retail space, 1,380 m² of light industrial space and 1,100 m² of cultural space. This phase of development is within Flood Zone 2 and runs parallel with the railway line.

Phase 3

Phase 3 will develop 6,025 m² of live work units, 980 m² of retail space. This is the most challenging development phase and will resolution to all the challenges the site presents.

5.5 Organisational Structures

To develop The Atmos Project it is proposed that ownership and management of the site are performed by two separate yet related legal bodies.

Although there is still work to be completed on the organisational structures and relationships the following sets out our current thinking.

The Atmos Project Freehold Company

The Role

The role of the Atmos Project Freehold Company will be to manage the freehold of the site. This will include:

- Regular review of the development policies to make sure that The Atmos Project continues to meet its aims;
- Reaching agreement on the suitability of those seeking to take long leaseholds and the type and nature of development partners;
- Developing the strategy to raise additional development finance from share and bond issues.

Membership

The Atmos Project Freehold Company will be a democratic membership organisation where the membership is open to all those living and/or working in the Totnes area. The company will be owned by its members although the membership will not personally have any access to the income or assets of the company.

Governance

The Atmos Project Freehold Company will be a voluntary organisation; a non-profit driven, non-statutory, autonomous organisation run by individuals who do not get paid.

Control will be exercised by one member one vote and the governing body will be elected from the membership. Although the final details of the composition of the governing body are yet to be detailed it is likely that there will be a set number of places for organisational membership and a set number for other members. With regards to organisational membership, each of the partners of the steering group set up for the project will be required to hold a place. In each case the members of The Atmos Project Freehold Company will be the organisations rather than individuals, putting in place a two tier structure for these member organisations.

Support Staff

The Atmos Project Management Company through the members of The Atmos Project steering group will provide the officer support for The Atmos Project Freehold Company.

Legal Form

It is felt that the requirement of community ownership suggests that the freehold company should operate as a Community Land Trust and its principal legal form will be registered as an Industrial and Provident Society for the Benefit Community (IPS BenCom).

The Community Land Trust model

A Community Land Trust is a mechanism for the democratic ownership of land by the local community. Land is taken out of the market and separated from its productive use so that the impact of land appreciation is removed, therefore enabling long-term affordable and sustainable local development.

The value of public investment, philanthropic gifts, charitable endowments, legacies or development gain is thus captured in perpetuity, underpinning the sustainable development of a defined locality or community. Through

Community Land Trusts, local residents and businesses participate in and take responsibility for planning and delivering redevelopment schemes.

Key highlights of the IPS BenCom model

An IPS BenCom is a 'society for the benefit of the community'. It:

- Provides a democratic not-for-profit model, with one member, one vote;
- Gives a return on capital which must be limited;
- Places no artificial restrictions on membership but profits and assets must not be distributable amongst its members.

Promoting & Maintaining Community Ownership

In order to ensure that the ownership of the site rests within the community of Totnes the following are planned:

1. Only those living or working within a 20 mile radius of the site will be eligible to become members of The Atmos Project freehold company
2. Members of the company will be issued with shares; the minimum shareholding will be £10.00, the maximum £20,000.

Other key highlights of the model are:

- The Industrial and Provident Societies Acts permit co-operative societies (for-profit organisations) and benefit of the community societies (bencom's – not-for-profit) to offer shares or bonds to the public.
- Written and verbal offers for shares and bonds are known as 'financial promotions' under the Financial Services and Markets Act, which governs the content of offers. Because of the – proper – concern that people do not invest unwisely, offers for shares and bonds usually have to be approved or issued by a person regulated by the FSA. This requirement generally does not apply to social investment, particularly social investment in an IPS. This social investment exemption generally requires that the shares or bonds that are issued have no rights of transfer, but simply rights of withdrawal (redemption).



- An IPS (bencom) can undertake a public share issue with the maximum investment for each individual/business being £20,000. The shares must be withdrawable. It is often important that directors generally suspend rights of withdrawal for the first few years (for example in order to repay a loan made to the society) and reserve, in the bencom's rules, the right to suspend withdrawal indefinitely. An IPS (bencom) can also issue bonds. There is no limit on the amount which an investor may invest in a bond.

The Atmos Project Management Company

The Role

The role of The Atmos Project Management Company will be to manage the day to day activity of the project on the site. This company will ensure that this development plan is implemented in accordance with the wishes of The Atmos Project Freehold Company and that tenants and users of the site are adhering to the management plans put in place as well as acting as the secretariat for The Atmos Project Freehold Company.

There will be a contractual agreement between The Atmos Project Freehold Company and The Atmos Project Management Company in relation to the duties set out above.

Membership

The Atmos Project Management Company will draw its membership from the Atmos Project Freehold Company and the tenants/site user groups that will be established. All those that are occupying space on the site (both commercial and residential) will be required to take part and run tenants groups. These groups will elect representatives from their groups on to The Atmos Project Management Company.

Governance

The Atmos Project Management Company will be governed through two tier structuring. Members will be restricted to the relevant groups and not individuals.

Legal Form

The Atmos Project Management Company will be a not for personal profit company limited by guarantee.

Servicing and Officer Support

The Atmos Project Management Company will be able to employ its own in addition to commissioning work from others. It is highly likely that in the initial stages of development the members of The Atmos Project Steering group will provide the officer support to the Management Company. Of the steering group partners it is known that Totnes Development Trust and Transition Town Totnes are interested in securing and managing property on the site and in looking at the roles and functions of the steering group members. Development Trusts across the UK are fulfilling such management roles.

5.6 Strategic Alignment

The Atmos Project supports the aims of a significant number of national, regional and local strategic priorities. Some of the key policy areas are set out below organised under the headings most relevant to the aims and values of The Atmos Project.

Climate Change and the Environment

National Priorities

- Develop sustainable responses to climate change
- Working to produce a sustainable environment
- Empowering local communities to meet local needs or transform local environments

Regional Priorities

- Energy - further development of a low carbon energy supply, focussing on renewable energy and low carbon technologies, and influencing the delivery of critical strategic projects and infrastructure in the region, thus contributing towards a low carbon economy and addressing the concerns of future energy security
- Regional leadership - ensuring the region's transformation to a low carbon, resource efficient economy by investing in an innovative research programme to explore how the region must adapt in the face of climate change, and to assess the options and critical path for the region to meet the UK's 15% renewable energy target by 2020, and potential new carbon reduction target of 80% by 2050

Local Priorities

- The goal of Devon's climate change strategy is "to put in place effective and timely measures both at the corporate and community level to address the causes and impacts of climate in Devon"
- There is a need to increase the receptivity of the public to climate change action by raising awareness and creating "agency" for change

Education and Skills

National Priorities

- Engage children and young people in their local community
- Listen and use the "young person's voice"
- Tackling anti social behaviour and extremists
- Sustainable schools and colleges
- Social and emotional aspects of learning
- The 14-19 vocational diplomas: including construction, business, health and social care
- Healthy Schools award
- Creative partnerships

Business

National Priorities

- Implementing a new Green deal for skills and employment
- Increasing the numbers of apprenticeships
- Regenerating areas to create more jobs

Regional priorities

- We lead the development of a sustainable economy in the South West, investing to unlock the region's business potential
- South West established as a leading international region for achieving economic growth within environmental limits



Health and Well-being

National Priorities

- Improving well being and mental health
- Tackling obesity
- Tackling Health Inequalities: Delivering Fairer health outcomes for all

Empowering and Engaging Local communities

National Priorities

- Increase Social and Community enterprise
- Empower Local communities
- Civic renewal: empowering local communities to meet local needs or transform local environments
- Achieving world class public services through citizen empowerment with stronger relationships between service users and professionals Removing the fear of crime in communities
- Housing Building more and better homes and reducing homelessness

Local Priorities

The sustainable communities act.



The Atmos Project will meet these policy priorities because:

- It is a community driven, community owned response to the loss of jobs, the abandonment and neglect of a nationally significant heritage site;
- It will be a demonstration site for “Transition in action” located as it is, in the heart of Transition Town Totnes and the national transition network;
- As a carbon neutral site it will address directly the challenges of sustainability in its broadest sense, i.e. climate change, resilience, community cohesion and well-being, ethical employment, green skills and apprenticeships, and intergenerational engagement;
- Creativity in all its dimensions will inspire and support the growth of self-esteem in the town and its communities;
- It will be a learning and development campus designed to ensure that young people are fully involved as learners and apprentices. Local schools, further education colleges and higher educational institutions will be engaged from the outset. The Atmos Project will actively engage students on the new diplomas in construction, business and engineering, hospitality and catering. The focus will be on sustainability and “green” skills and commodities. This learning campus will also focus on the development of neighbourhood and community relationships ensuring that the spaces are designed to inspire, be accessible and both stimulating and calming;



- It will be underpinned by the active development of a healthy community through high quality environmental design, the establishment of inter generational relationships and through the creation of strong links with local surgeries, the Primary Care Trust, the local children’s trust and local complementary practitioners;
- It will, from the outset, be more than a site development project. It aims to take a holistic approach to the regeneration of a derelict area of the town and become a reference site for the implementation place of national, regional and local strategies in action.

5.7 Values and Costs

In establishing the values and costs of The Atmos Project there are three main elements to consider:

- **Land value**
- **Site development costs**
- **Site management costs**

Land Value

The value of the site is currently not known. However, we have used a model developed by Wessex Reinvestment Trust to determine a range of values for the site based on several assumptions, including what development the planning authority would permit. Whilst these calculations have not been verified or refuted by Dairy Crest Group plc they provide a starting point for discussions with investors, developers and partners.

At this stage, given the constraints and challenges of the site, we believe that only 0.4 areas of the site could be developed without needing to address the flood risk issues or to change the planning designation. This part of the site is the front part, to the south of the leat and running alongside the railway line (Phase 1). Current land values in Devon indicate that this land is likely to be valued in the region of £200,000.

A combination of the flood risk issues, the access issues and the need to change the planning designation suggests that currently the land has little or possibly negative value.

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Site Development

Having purchased the land we estimate that a further £30 million will be required to develop The Atmos Project fully. Our initial analysis indicates that the likely development costs per phase are as follows:

Phase 1	£8,000,000
Phase 2	£8,000,000
Phase 3	£13,000,000

It is not our intention to develop ourselves. Rather our intention is to provide the context for development. In short we will work with others to develop the site out according to the masterplan we have established. In order to support this aspect of the project we have already formed partnerships with key developers, housing agencies, development agencies and other key stakeholders.

Site Management

Those developing and seeking occupancy in premises on the site will take long leaseholds. These leaseholds will accrue a monthly management fee that supports the management of The Atmos Project. This management fee will cover the management and maintenance costs of the communal areas and those aspects of The Atmos Project that require on going collaborative delivery.



5.8 Investment

Attracting investment for The Atmos Project falls into three key areas:

1. Finance for purchase.
2. Finance for any development or activity The Atmos Project Freehold Company wish to undertake.
3. Attracting businesses to locate at The Atmos Project.

Finance for Purchase

Funding for the purchase of the site will come from a mix of grants, loan finance, and public donations.

Grant Funders

At the current time, in addition to the number of capital grant schemes supporting environmental enhancement work, we have identified a number of possible grant funding sources that could support the purchase of the freehold.

Loan Finance

In addition to the grant funding streams we have identified another option that exists for securing funding to purchase the site is loan finance. Capital funds (mortgage or loan) would be raised using the value of the asset as security through a community development finance institution. At this stage we have had early discussions with a number of institutions are extremely interested in our plans. Loan finance would be secured for repayment from income derived from selling long leaseholds to development partners or businesses locating on the site.



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Finance for Development Work

In addition to raising funds to purchase the freehold of the site some activity, including asset development and management and education and training projects, will be developed and managed by either The Atmos Project Freehold Company or individual steering groups partners.

For those projects that are to be developed by The Atmos Project Freehold Company funding from grants, loans and donations will also be sought. However, in addition to these sources it is anticipated that a member share issue (offered to members of The Atmos Project Freehold Company) and the development of a bond will also raise finance.

The Atmos Project Employment & Education Bond

The aim of developing and offering a bond would be to raise money, to be spent on projects to create employment and support those aspects of The Atmos Project where community ownership and management are most crucial, for example the business incubation units and the young enterprise centre.

The aim would be to ask investors to subscribe to the bond, with a guarantee that their original subscription would be repaid interest-free after five years. The guarantee is possible through a financial instrument known as a 'stripped gilt' – a government security with guaranteed repayment of capital and interest. The difference between the amount raised and the amount invested (in effect the interest that investors

were willing to forego) would be spent on projects. Clearly, if it is possible to invest in a local organisation/financial institution that is able to make the same guarantee this would also be explored as this offers the possibility of additional investment locally. Although there is no financial return on the investment made there is a significant social return in terms of the number of local people employed or trained.

Attracting Businesses

A key component of The Atmos Project will be attracting businesses to locate on the site. Evidence that businesses are interested will help to give confidence to our development partners.

In order to attract businesses we will maximise the exposure of the site, through the implementation of a local and national marketing, media and advertising strategy.

Priority will be given to businesses that support the development of technologies that reduce carbon emissions and aim to source their products and services from the local economy. These will be businesses that have a high added value, providing significant positive impact on the local economy by employing and attracting new and indigenous talent. Local businesses, entrepreneurs, artisans, designers, will sit alongside national or international companies.



Expressions of Interest

Although in its early stages, a number of companies and investors from various industry sectors have already registered an interest in being part of The Atmos Project:

Recreational, Leisure & Entertainment

The Fitness Factory
www.fitness-factory-totnes.com

Riverford Organic www.riverford.co.uk

The West Country Historic Omnibus & Transport Trust www.buseum.org.uk

Totnes Kayaks www.totneskayaks.co.uk

Emergence Music
Indoor/Outdoor Creative Playzone Company

Building & Allied Industries

Led Architects Ltd www.ledarchitects.co.uk
Earth, Oak & Lime Ltd www.earthoaklime.co.uk
Jonathan Crinion www.holisticdesignecology.org

Marketing, Media & Advertising

Lionfish Creative, Design and Advertising
www.lionfishcreative.co.uk

Copy Writing Devon
www.copywritingdevon.co.uk

Spark www.thespark.eu

Andy Payne Photography

Hospitality, Catering & Retail

George Holdsworth –
Restaurateur & Bistro Owner

The Indian Connection
www.theindianconnection.co.uk

Community & Health

Stephen Bray www.iccmo.org

Hoylands Opticians www.hoylandoptician.com

Dartington Housing Association
www.dartingtonha.co.uk

Art, Crafts & Culture

Lea Phillips www.leaphillips.co.uk
Ama Menec www.amamenec.co.uk
Lynn Guest – Upholsterer
James A Holdsworth www.artjah.co.uk
Sarah John – Ceramics

Beauty & Retail

Pure Hairdressing & Beauty Salon
Emmy Smith www.trulyme.co.uk
Leap Fashion Agency www.leapclothing.co.uk

Industrial

Paper Recycling and Paper Product Design
Bio-Diesel Production
Component assembly and wholesale of
environmental products



5.9 Our Approach to Dairy Crest Group plc

To date positive and constructive discussions have been held with the owners of the site, Dairy Crest Group plc. As a major and long-term employer in Totnes, the company clearly feels a sense of responsibility towards the community, but we also recognise that it has commercial obligations to meet.

In our discussions with Dairy Crest Group plc we have asked them to enter into a memorandum of understanding with us. This memorandum seeks to provide both parties (Totnes Development Trust and Dairy Crest Group plc) with some comfort about the intentions of the other.

At the heart of the memorandum of understanding is a community right to buy clause. This clause requests that Dairy Crest Group plc offer Totnes Development Trust first right to buy the front of the site alongside the railway (Phase 1) for fair price on the principals of the Community Right to Buy Guidance as established by the Scottish Executive (2003 Land Reform (Scotland) Act). The remainder of the site would then be purchased by Totnes Development Trust for a nominal of £1.00 but would be subjected to overage payments once statutory consents are obtained and when key development stages are completed.



Benefits & Outcomes

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“At a time when we are seeking partners for the new ‘education route ways’ being introduced for 14-19 students, this development could not be better timed both in the short and long term. KEVICC students are very committed to seeing a thriving local community that offers them opportunities. Young people also enthusiastically embrace new technologies and environmentally sound development. The ATMOS proposal ticks all those boxes.”

Stephen Jones, Principal, KEVICC www.kingedwardvi.devon.sch.uk

Benefits & Outcomes

The Atmos Project will develop the region's reputation as being at the forefront of the environmental revolution.



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The Atmos Project will be an iconic, instantly recognisable, world-class design which epitomises Totnes values as well as providing a significant number of additional benefits. Once fully developed The Atmos Project will enable the creation of up to 500 jobs and up to 40 homes.

For businesses locating at The Atmos Project:

- Companies will benefit from being part of a landmark project; a showcase for future sustainable construction across the country;
- Local businesses will serve and support the local area without adding to carbon emissions or using diminishing resources;
- Businesses will be encouraged to share facilities and resources, contributing symbiotically to the community;
- On-site food, retail and biodiversity areas will provide staff with a pleasant working environment, adding to productivity and staff satisfaction;
- Staff and public will be able to attend a purpose built, state-of-the art fitness studio with gymnasium and exercise classes, and therapy rooms;
- Businesses will benefit from participating in a vibrant, progressive, productive, like-minded atmosphere. Totnes is well known for its unique culture, eclectic mix of independent retailers, artists, craftspeople, musicians, and dynamic forward-looking citizens;
- Several businesses, with an interest in locating to the site, will offer staff and companies on site the ability to access easily other services, such as dentist, opticians, hairdressers, gym, kayaking and courses in water-sports and cultural events;
- A mixed-use conference/seminar auditorium will be developed that can be used for a diverse range of community functions.

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For the community The Atmos Project will:

- Provide affordable, high quality, energy-efficient homes that will be available to local people to purchase, rent, or take part in rent to buy;
- Create residential accommodation above commercial space establishing an integrated environment in which people can both live and work without sacrificing employment land for residential use;
- Generate much-needed, diverse employment to the area; offering unique jobs and training opportunities for a talented indigenous workforce;
- Offer purpose-built units and office space for local entrepreneurs, artists, musicians, visual media groups, to produce their work locally;
- Promote, support and create excellence in our business, artistic, and leisure industries;
- Attract visitors, businesses and tourists to the region, benefiting the economy of the town and the region;
- Develop new open spaces, river views and walks, which will provide excellent public and recreational space for all sectors of the community;
- Help to maintain the economic prosperity of Totnes and surrounding area;
- Cut down on the carbon footprint of many in the community as employment on the site will reduce dependence on the car;
- Spearhead the regeneration of the area, improving facilities for the community;



- Provide an opportunity for a fee-generating consultation service to other regional; development agencies and communities looking to develop similar projects;
- Promote and support links with Universities, Colleges, Schools and other educational facilities in the country;
- Bring a positive outcome to the impact of the loss of jobs at Dairy Crest Group plc.

For visitors The Atmos Project will:

- Add another cultural and architecturally interesting 'must-see' tourist attraction to the region;
- Reflect a positive impression of the Town and region as a centre for innovation and environmental commitment;
- Ensure easy access for visitors with its position by the main transport hubs for the town; rail, road, bus, coach, taxi, river-taxi, cycle and footpaths;
- Be close to the town centre with its renowned range of independent retailers, historic buildings, markets and great food outlets;
- Host a range of local food producers and individual eateries reflecting the vibrant food scene of the South Hams;
- Establish a pleasant, interesting, vibrant and environmentally progressive riverside development showcasing public realm art that will enhance the enjoyment of any visitors to Totnes.

The Atmos Project - A Team Approach

- 7.1 The Steering Group
- 7.2 The Project Co-ordination Team
- 7.3 Specialist Providers
- 7.4 Funders

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“The success of Riverford Organic owes much to the growing consumer demand for quality, organic, GM free food and local people’s strong commitment to sustainability. I therefore welcome the positive effects of The Atmos low-carbon initiative at this important gateway to Totnes. A development like this is a positive response to the community’s economic needs and gives a blueprint for the way we should be living in the 21st Century. We need this kind of change at the local level as well as the global level. Riverford would be interested in establishing a restaurant on the site, showcasing what is best about this region’s food, taking our philosophy truly from Field to Plate.”

Guy Watson, Director, Riverford Organics www.riverford.co.uk

The Atmos Project – a team approach

Making The Atmos Project real is the role of everyone involved.



Dave Chapman



Nigel Topping, Chairman



Tanya Vickers

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7.1 The Steering Group

The steering group comprises representatives of Totnes Town Council (Councillor Tony Whitty), Totnes Chamber & District of Commerce (Paul Wesley), Totnes Development Trust (Dave Chapman), Totnes & District Community Strategy Group (Jill Tomalin), and Transition Town Totnes (Nigel Topping).

Dave Chapman

Dave currently works for bassac, www.bassac.org.uk and is involved in the building and housing group of Transition Town Totnes and is a director of Totnes Development Trust. He has an MSc in Architecture: Advance Environmental and Energy Systems from the Centre for Alternative Technology. Dave has worked within and across all sectors (private, public and voluntary) and has developed and managed community led projects. He has over 20 years experience of organisational development, securing project finance, collaboration, facilitation and negotiation.

7.2 The Project Co-ordination Group

The project co-ordination group is a group delegated by the steering group to develop and manage the project on a day to day basis. This group has three main members:

Nigel Topping, Chairman

Nigel is currently the Chief Development Officer of Carbon Disclosure Project (www.cdproject.net) and is involved in the economic elements of Transition Town Totnes. He has an MA in Mathematics from Cambridge University and MSc from Schumacher College, researching the industrial response to climate change. Nigel spent 18 years in the manufacturing industry; he has experience both running high-tech start-ups and closing factories. He has international business experience, traveling frequently to Spain, the USA, Germany, Brazil, Mexico and China.

Tanya Vickers

Tanya brings a background in marketing and advertising for local and national newspapers to the project. She worked for many years as a freelance facilitator, for a diverse mix of clients; Publishers, Marketing Companies, and City Directors. Tanya gave that up to study organic farming methods in Sussex, then the ‘good life’ in France. She is a ceramicist and does voluntary work mentoring at South Devon College and a local primary school.

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7.3 Specialist Support Providers

In addition to the steering group and project co-ordination group we have sought to bring in and work with a range of specialist support providers. Many of these providers have given the time and expertise to the project free of charge, for others we have paid a commercial rate.

Andrew Kirby, LED Architects
www.LEDArchitecture.co.uk

LED Architects believe, and specialise, in creating environmentally responsible buildings. As part of a responsive, interactive design process, the practice has established design solutions that are site specific, imaginative and progressive.

GolderASSOCIATES www.golder.com
Golder Associates specialise in ground engineering and environmental services. Employee owned since their formation in 1960 they are supporting The Atmos Project with a team that comprises of individuals with specialist experience of demolition and decommissioning, planning (including planning policy and development control), flood risk assessment, ground engineering and risk assessment.

Renewable Energy for Devon www.re4d.org
Renewable Energy for Devon has provided advice and support around the use of renewable energy technology options for the site.

Anient www.anient.co.uk
Anient have provided specialist support in developing the headline renewable energy strategy for the project.

Mark and Gillian Healey, Lionfish Creative, Design and Advertising www.lionfishcreative.co.uk
Lionfish Creative has provided the project with the full range of design services, including brand development and the development of marketing and promotional material.

Christopher Biggs, Sinclair Consultants
www.sinclair-consultants.com
Chris has provided us with communications consultancy. Specialising in the renewable technology and sustainable development sectors the driving philosophy behind Sinclair Consultants is to put something back into society by applying the professional skills and expertise gained over the past 20 years to those businesses and organisations which are actively seeking to safeguard the integrity of our world for future generations.

Peter-John Smythe, ESHA Architects
www.eshaarchitects.co.uk
Peter-John has provided additional design input to the masterplan by considering the connections with surrounding areas and sites. ESHA's approach is distinctive in that they seek in their designs to achieve harmony with context, emphasising local identity and creating a sense of place.

Wessex Reinvestment Trust www.wessexrt.co.uk
Wessex Reinvestment Trust has provided support and information in respect to the organisational development and the ways in which finance can be raised.

Community Land Trusts
www.communitylandtrust.org.uk We have taken advice from the Community Land Trusts in developing the proposed organisational model.

Developments Trust Association
www.dta.org.uk
As a member of the Development Trusts Association, Totnes Development Trust has been provided with organisational support from both the regional and national offices.

7.4 Funders

The development of The Atmos Project to date has been made possible by funding generously provided by The Mitchell Trust, Totnes Development Trust, Devon County Council www.devon.gov.uk, The Adventure Capital Fund www.adventurecapitalfund.org.uk, Renewable Energy for Devon www.re4d.org and various public donations.

Supporters

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“I believe that the exciting proposal from The Atmos Project taps into the deep desire within this community to integrate sustainable principles into all areas of our lives. Furthermore, it offers the opportunity to bring much needed employment opportunities to the town, and support the economic wellbeing and the overall health of the town, in a way which exploits the values which Totnes is widely recognised to have. This synergy seems to me the most exciting aspect of the project, and one which leads to widespread community support”.

Jill Tomalin, Chair, Totnes & District Community Strategy Group www.totnesstrategygroup.co.uk

Our Supporters

The Atmos Project is supported by a growing number of individuals and organisations.



Those that have confirmed their support in writing include:

Adam Hart-Davis - Photographer, Writer, Broadcaster
www.adam-hart-davis.org

Alastair Sawday
www.sawdays.co.uk

Anthony Steen, Conservative MP for Totnes
www.anthonysteen.org.uk

Antony Turner, Carbon Sense
www.carbonsense.com

Ama Menec – Sculptor/Potter
www.amamenec.co.uk

Bill Dunster Architects
www.zedfactory.com

David Binns
Senior Foreign Exchange Dealer, BP

Bistro 67
www.bistro67.co.uk

Bruce Chivers – Porcelain & Raku Expert , Professor South Devon College
www.studiopottery.co.uk

Carole Whitty, Prospective Parliamentary Candidate, Labour Party
www.labour.org.uk

Charles Fox, Chairman
Totnes & District Preservation Trust

Chris Mockridge, Soundart Radio
www.soundartradio.org.uk

Christine Sweetman, Photographer
www.christinesweetmanphotography.co.uk

Common Ground Magazine
www.commongroundmagazine.co.uk

Dartington Hall Trust
www.dartington.org

Dartington Housing Association
www.dartingtonha.co.uk

Emma Frost
TV & Film Scriptwriter

Finishing Touches
www.decocraft.co.uk

Gary Pleace, Director
www.arenatiling.co.uk

Gordon Shields, Chairman & Founder, Shields Environmental
www.shields-e.ca

Graham Burrell
Antique Ding Rooms

Indian Connection
www.theindianconnection.co.uk

James A. Holdsworth, Artist
www.artjah.co.uk

Jeremy Farr
Supporter Car Club, Totnes

Jill Bird
Musician, Teacher

Julie Richardson, Landscape
www.dartington.org

Kingfisher Print & Design Ltd
www.kingfisherprint.co.uk

Lea Phillips – Ceramicist
www.leaphillips.co.uk



Liberal Democrats
www.totneslibdems.org.uk

Lisa Class
Chinese Brush Artist

Lydia Somerville, Prospective Parliamentary
Candidate, Green Party
www.southdevon.greenparty.org.uk

Max Velmans
Professor of Psychology at Goldsmiths & Writer

Melanie Jarman
Writer & Author of Climate Change (Small
Guides to Big Issues)

Mike Friend
Friends of Start Bay

Nancy Durham – Canadian Broadcasting
Corporation
www.cbc.ca

Quay It
www.quayitcomputers.com

Quiet Revolution
www.quietrevolution.co.uk

Riverford Organic
www.riverford.co.uk

Robert Crawley, Chairman
www.busmuseum.org.uk

Robert Somerville, Earth, Oak & Lime Ltd
www.earthoaklime.co.uk

Satish Kumar, Environmentalist,
Broadcaster & Editor
www.resurgence.org

SAVE
www.savebritainsheritage.org

Schumacher College
www.schumachercollege.org.uk

Smith & Watson Films
www.smithandwatson.com

South Devon Steam Railway
www.southdevonrailway.org

Stephen J. Bray, Dentist
www.jawcentre.co.uk

Steve Melia, Carfree UK
www.carfree.org.uk

Tangerine Tree Cafe
www.tangerinetree.co.uk

Tim Wilkins, Rock Solid Guitars & Drums Ltd
www.rock-solid.biz

Totnes Allotment Association
www.totnesallotmentassociation.wordpress.com

Totnes Image Bank
www.totnesimagebank.org.uk

Totnes Living Community
www.totneslivingcommunity.co.uk

Totnes Rickshaw Company

TRESOC
www.tresoc.com

Trish Woods – Contemporary Pewter Designer/
Maker
Lecturer South Devon College

Triodos Bank
www.triodos.co.uk

Truly Me
www.trulyme.co.uk

Ven. Ngawang Woeber, President Gu-Chu-Sum-
Movement
www.guchusum.com

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Appendices

Appendices

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